AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A method of distributing Internet advertisements to users, each associated with a unique identifier, the method comprising:

providing an advertisement;

associating a web search term with the advertisement, such that users employing the term in a search are desired recipients of the advertisement;

collecting search terms employed by ~~each~~ a user at a search facility;

in response to ~~a~~ the user visiting a publisher web site at a time subsequent to the association of the web search term with the advertisement, determining if the user has employed the search term; and

if the user has employed the search term, then serving the advertisement to the user.

2.   (Original) The method of claim 1 including storing in a database the search terms used by each user in association with the unique identifiers of each user.

3.   (Original) The method of claim 1 wherein determining if the user has employed the search term includes collecting the user's unique identifier in response to the user visiting the publisher web site, and querying the database for information about the search terms employed by the user.

4.   (Original) The method of claim 1 including providing a plurality of advertisements, each having a different associated search term.

5.   (Original) The method of claim 1 including providing a plurality of different databases, each containing a plurality of unique identifiers, and each database associated with a different advertisement.

6.   (Currently Amended) A method of distributing Internet advertisements to users comprising:

collecting search terms employed by users of a search engine or search provider or its distribution partners web site(s);

based on the collected search terms, assigning each user to a selected advertising strategy by comparing a set of search terms associated with an advertisement to the search terms collected for the user and, if the user has employed any of the search terms, assigning the user to an advertising strategy that includes serving the advertisement to the user; and

in response to a user visiting a publisher web site, after the user is assigned to a selected advertising strategy, enacting the selected advertising strategy.

7.   (Original) The method of claim 6 wherein collecting search terms includes collecting a unique identifier associated with each user.

8.   (Currently Amended) The method of claim 6 wherein collecting the collection of search terms includes collecting combinations of multiple search terms.

9.   (Cancelled)

10.   (Original) The method of claim 6 wherein assigning each user to an advertising strategy occurs before the user visits the publisher web site.

11.   (Original) The method of claim 6 including providing a plurality of selected advertisements, each associated with a selected advertising strategy, and wherein at least one of the advertising strategies comprises a default strategy in which none of the selected advertisements are served.

12.   (Original) The method of claim 11 wherein the default advertising strategy includes serving an advertisement other than the selected advertisements if the search terms do not relate to one of a collection of selected advertisements.

13.   (Original) The method of claim 11 wherein enacting the advertising strategy includes serving no advertisement if the search terms do not relate to one of a collection of selected advertisements.

14.   (Original) The method of claim 6 wherein assigning each user to an advertising strategy includes assigning at least some of the users to a strategy of serving no advertisement.

15.   (Original) The method of claim 6 wherein enacting the selected advertising strategy includes serving the user an advertisement at a different time than providing search results in response to a search request.

16.   (Currently Amended) A method of distributing Internet advertisements to users comprising:

collecting search terms employed by users of a search facility;

collecting a unique identifier associated with each user;

storing the search terms and unique identifiers in a database, with each identifier associated with the search terms employed by the associated user;

generating a plurality of selected advertising strategies, each with an associated desired search term;

assigning identifiers associated with one of the desired search terms to an associated one of the advertising strategies; and

in response to a user visiting a publisher web site, determining the user's unique identifier, searching the database to determine an ~~assigned~~ advertising strategy previously

assigned to the user's unique identifier, and serving an advertisement to the user based on the strategy.

17.   (Original) The method of claim 16 wherein collecting search terms includes collecting combinations of multiple search terms.

18.   (Original) The method of claim 16 wherein assigning each user to an advertising strategy occurs before the user visits the publisher web site.

19.   (Original) The method of claim 16 including providing a plurality of selected advertisements, each associated with a selected advertising strategy, and wherein at least one of the advertising strategies comprises a default strategy in which none of the selected advertisements are served.

20.   (Original) The method of claim 19 wherein the default advertising strategy includes serving an advertisement other than the selected advertisements if the search terms do not relate to one of a collection of selected advertisements.

21.   (New) The method of claim 1 wherein collecting search terms comprises collecting a history of queries the user has submitted to the search facility over a predetermined length of time.

22.   (New) The method of claim 1 wherein collecting search terms comprises collecting a history of all queries the user has submitted to the search facility.

23.   (New) The method of claim 6 wherein collecting search terms comprises collecting a history of inquiries the user has submitted over a predetermined length of time.

24.   (New) The method of claim 6 wherein collecting search terms comprises collecting a history of all queries the user has submitted to the search facility.